



HarvestGold Weekly Sales Meeting Standard Agenda

1. Sales Update (approximately 25 minutes):
 - a. Sales Team: Individual Updates to the Dashboard Report (Activity and Productivity Metrics)
 - i. Last week's numbers
 - ii. This week's planned activity
 - b. Management: Review pipeline size (Number of opportunities scheduled to close this month and this quarter)
 - c. Roundtable Discussion: Opportunity of the Week – debrief with team and brainstorm on strategies for a key significant deal
2. News from the field (approximately 10 minutes):
 - a. What's working, and what's not? What new approaches did we try last week that worked, and what lessons did we learn that provide opportunities for future improvements? Analyze wins/losses from prior week. Why did we win/lose deals?
 - b. Competitive updates
 - c. Other?
3. Educational Topic of the Week (approximately 15 minutes)
 - a. Tools development & training
 - b. Sales Skills
 - c. Product Training
 - d. etc...
4. Focus Goal of the week (approximately 5 minutes)
 - a. Identify a specific opportunity for immediate improvement based upon activity trends, pipeline analysis, market conditions, business needs, etc.
 - i. Examples: New appointments (if activity is low), referrals (if cold calling results are lacking), bid lists, closes (if there are lots of outstanding proposals in the pipeline)
 - ii. Set a quantifiable short-term goal, and put a system in place to measure results against the goal. Report on results the following week, and set a new focus goal (or repeat the same one, if necessary)
5. Miscellaneous Housekeeping Issues and Outstanding Items (approximately 5 minutes)
 - a. Schedule individual pipeline reviews
 - b. Updates on any sales promotions and initiatives
 - c. Company news (new employees, etc..)
 - d. Review next meeting dates and events